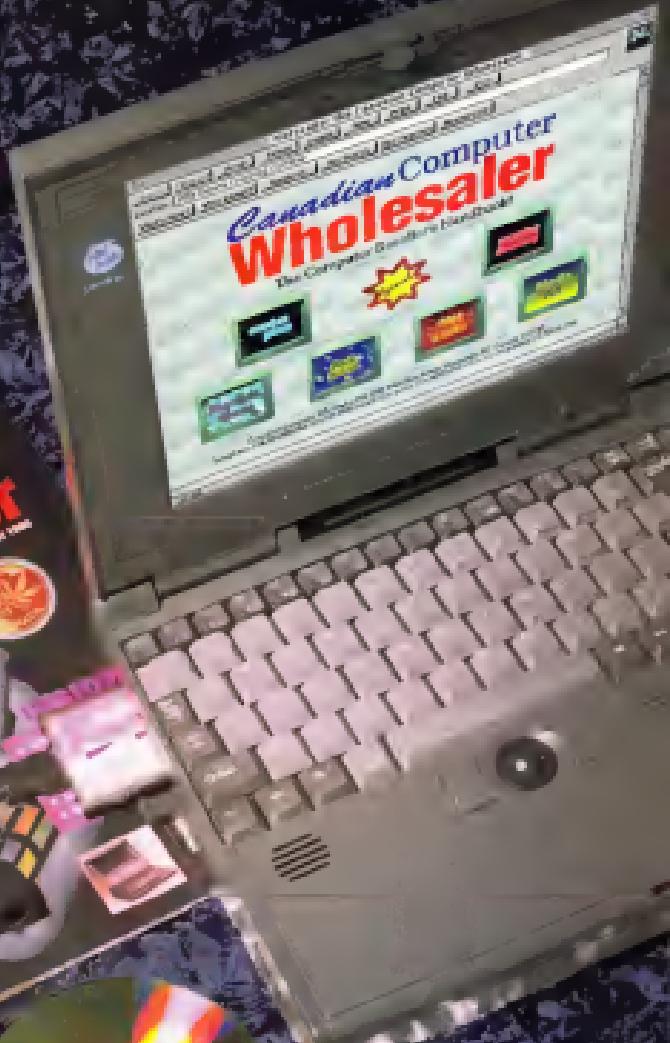


Canadian Computer
Wholesaler
MEDIA KIT



WELCOME TO CANADIAN COMPUTER WHOLESALER

To supply us the world of computers and related technologies dramatically changed our world as the latter part of the 20th Century is underway. In truth, the instant and overwhelming activity of the computer age left no gathering to keep pace with the rapid advancements of the industry it spawned.

The computer industry changed our life as we know it could scarcely have imagined, evolving into a fashion that runs at over 1000 miles per hour, fueling education and progress.

With new technology solutions confined our every existence to choices did we look for guidance? In the age of microchips and biology, who was there to lead or guide us? Who was there to lead us through the electronic迷雾and into the future? The results offer of course...The results

Our literary aspirations aside the changing world of computers and related technologies has created a host of exciting business opportunities. For Canadian resellers that's good news.

More than 12,500 resellers depend on Canadian Computer Wholesaler for the product and market intelligence they need to best serve their clients. When end users turn to their reseller for advice on product, brand, and technology decisions - resellers turn to CCW.

When CCW was introduced it met with immediate industry approval. Resellers were hungry for a product focused publication and CCW proved a perfect vehicle for staying on top of industry developments. Today, when resellers need up-to date technology news or insight on what's new on the product market, when they need to stay ahead of the competition they reach for - CANADIAN COMPUTER WHOLESALER - every time.

Like the computer industry we serve, dramatic changes are taking place at CCW. Future issues will see design and format changes, and an expanded editorial coverage. Plus, in 1996 we're going to increase our circulation and frequency.

Our ultimate goal is to create a publication that reflects the entire scope of the reseller industry - a publication that provides a strong service for our readers and a real benefit to the industry as a whole.

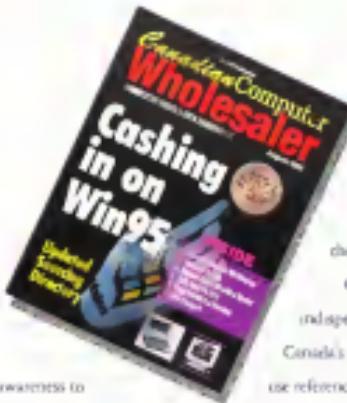
A MAGAZINE FOR RESELLERS, WHOLESALERS AND DISTRIBUTORS

Successful resellers, wholesalers and distributors have one thing in common - they rely on accurate information and industry awareness to survive and stay ahead of the competition.

It's that simple. With product and brand alternatives crowding the market, as well as a host of technologies - emerging and converging - resellers need a mechanism to decipher this mountain of information and deploy their energies in the most profitable fashion.

They need Canadian Computer Wholesaler.

CCW is Canada's only product focused reseller publication delivering comprehensive channel coverage through up-to-date reports on products, technologies, industry developments, and an insightful approach to



the world of computers and business.

CCW has quickly become an indispensable source of information for Canada's reseller community. It's an easy-to-use reference guide providing everything from product news and reviews, answers to sourcing problems, and coverage of all the important issues facing the reseller industry today.

When staying informed and staying in business go hand-in-hand it's critical that resellers have up-to-date market intelligence at their fingertips. CCW gives resellers, wholesalers and distributors the knowledge they need to make the right buying decisions.

It pays to advertise in CCW - after all - it's what your buyers are reading when the buying decision is made.

DOING BUSINESS IN THE 90'S

The reseller is critical to successful business in the 90's.

The dilemma facing organizations in the 90's is how to reduce computer and technology costs while more efficiently supporting the total business operation. In response, end-users from government to the home business are looking at different ways of incorporating new products and new technology to solve their problems - they're looking to their reseller for answers.

In some ways resellers are driving this new business orientation by introducing clients to the potential of new products, technologies and operating environments. In fact, negotiations are changing systems and listening to their reseller's product and technology recommendations as they do.



When the decision to downsize or upgrade is made end-users turn to the reseller for the expertise needed to implement structural and technological changes.

Trusting the reseller to provide them with a cost-effective business solution the end-user is also increasingly relying on the reseller for broad recommendations.

As a manufacturer, developer, wholesaler or distributor the question you need to ask is how resellers are educating themselves. What makes the reseller recommend one product or technology over another. The answer is Canadian Computer Wholesaler.

Inside the pages of CCW resellers get the industry straight and market knowledge they need to give their clients the tools to compete and succeed.

A RESELLER'S INFLUENCE & THE POWER OF THE CHANNEL

Where do end-users go for new products and technological solutions?

Talk to them and the answer you hear is an unqualified - 'to my reseller'.

In an era of increasing products, brands and new technologies - emerging and converging - the crucial issues facing end-users demand a greater reliance on the reseller.

Canadian Computer Wholesaler gives you exposure to the entire reseller community - the most influential group in the computer industry.

An overwhelming number of product, brand and technology options together with general economic instability and a need for cost-cutting business solutions mean end-users can't afford to make the wrong choice. Increasingly end-users are turning to their reseller for help in translating business needs into customized solutions and

to guide them through the mass of alternative product options.

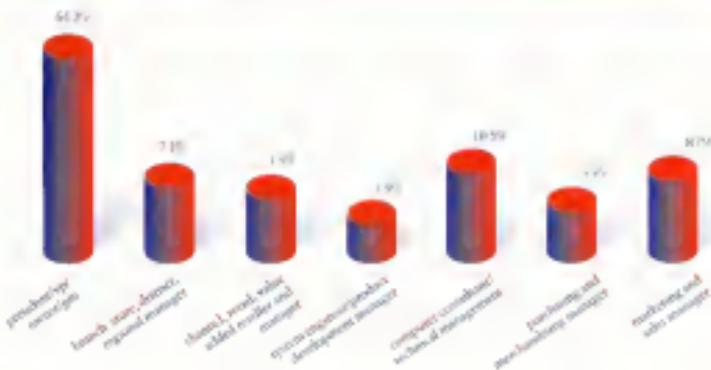
More often than not end-users are leaving product, brand and technology decisions completely in the hands of their reseller. This trend gives resellers tremendous influence on the success or failure of a product or brand - it makes the reseller a crucial part of your total marketing strategy.

CCW provides instant access to this influential group of industry power brokers. Our direct link to Canada's reseller community gives advertisers the perfect opportunity for reaching the people who determine what the end-user is buying.

Canadian Computer Wholesaler - it's just good marketing.



WHO'S READING CCW



The people who read CCW are the Canadian reseller, wholesaler and distributor market - every decision maker and buyer.

People who don't sit still for idle boasting. People too busy dealing with an ever changing marketplace - buying, managing, striving to succeed. People who act fast when your message strikes a chord.

When the people you want to reach are the busiest people around, you need Canadian Computer Wholesaler. Because when resellers take the time to read, they read what matters most - CCW.

What is it about CCW that makes busy resellers take the time to read? They want the crucial information that

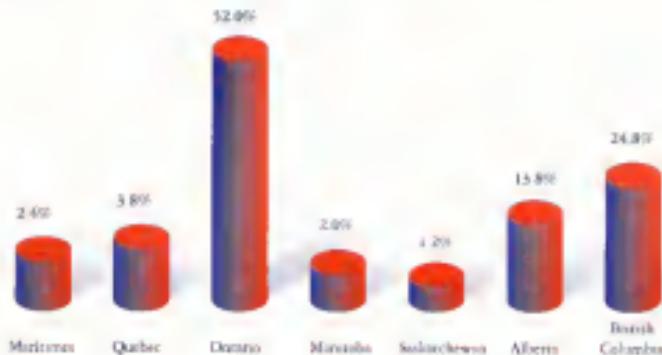
packs every page, information that lets them take advantage of the newest trends, the newest products, the best suppliers, and future industry directions.

They want to hear about the latest products and technologies, and learn strategies to help them cope with changing market conditions and increased competition. They want ideas on how to run a better business by incorporating new products and technologies, and they want accurate pricing.

They want advice they can profit from and analysis they can use.

In short, the busy reseller wants it all. And only Canadian Computer Wholesaler is up to the task.

DISTRIBUTION



*From coast to coast - CCW is Canada's
premier reseller publication.*

Resellers are the most influential group in the computer industry. Their advice and recommendations play a critical role in determining the success or failure of products and brands. As a manufacturer, wholesaler or distributor it's vital your advertising message reaches these decision makers.

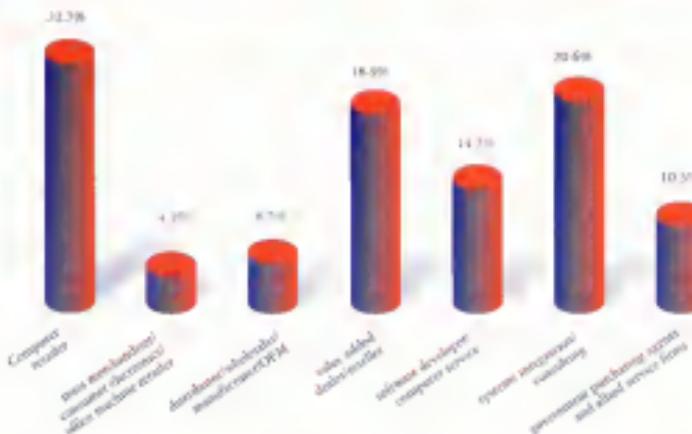
With CCW your advertising message reaches every buyer in the Canadian reseller industry. From VARs to

OEMs, system and network integrators to VADs, software developers to government purchasing agents - your message is getting the maximum exposure it deserves.

Each copy is individually labeled with the reader's name, title and company name to ensure

CCW reaches the people who make the buying decisions.

CIRCULATION



How do you reach a market that is increasingly segmented?

How do you reach a market constantly moving in new directions?

How do you guarantee your message reaches the people with the power to buy your products?

With the vast influence resellers have on the buying needs of end-users, a good media buy is one that has universal reach

CCW's saturation coverage of the Canadian reseller market guarantees you total exposure to every reseller, wholesaler and distributor with the power to buy your products.

Our prequalified circulation of 12,500 resellers and buyers - guarantees maximum reach for your advertising dollar. More importantly, CCW's content and style - guarantees your advertising message enjoys a long shelf-life and maximum exposure through multiple impressions.

In short - CCW - is an exciting and effective media buy that translates your advertising dollars into leads and sales.

* ccab Membership applied for in July 93.

ADVERTISING IN THE WHOLESALER

Every month, the authoritative source of indispensable reading for Canada's resellers.

Canadian Computer **Wholesaler**

Canadian resellers - to survive and thrive in a constantly changing industry - read what matters most.

Canadian Computer Wholesaler - cover to cover, every month.

- Industry trends and who is setting them, industry deals and who is making them.
- Authoritative articles on industry developments from products to new technologies
- In-depth product reviews and analysis of the product marketplace
- Action advice on marketing, finance and business
- The Source Directory - your one-stop guide to business success

CANADIAN COMPUTER WHOLESALER

delivers that essential knowledge - and more - issue after issue.

We've designed CCW to provide all of the important information our readers - your buyers - want to and need to hear.

As the most demanding business audience in Canada, the reseller community will settle for nothing less. As an advertiser neither should you.

Canadian Computer Wholesaler gives you instant access to the reseller market, targeting your audience with the information they need to make their purchasing decisions.

Better readers, stronger content, bigger impact, and a commitment to quality.

For information on how to include TM CCW in your marketing mix contact one of our account managers today.

CANADIAN COMPUTER WHOLESALER Your authoritative source.



1996/97 GENERAL ADVERTISING RATES

4-Color Process	1x	3x	6x	12x	Ad. Size	WxH (H)	WxH (V)		
Full Page	\$2850	\$7707	\$2585	\$2472	Full page	7 x 10	7 x 10		
1/2 Page	\$1890	\$51795	\$1701	\$1606	1/2 Page	7 x 4 7/8	4-5/16 x 10		
1/3 Page	\$1350	\$1455	\$1337	\$1300	1/3 Page	7 x 5-1/4	2-1/8 x 10		
1/4 Page	\$1195	\$1133	\$1075	\$1015	1/4 Page	5-3/16 x 4-7/8			
1/6 Page	\$935	\$907	\$839	\$811	1/6		2-1/8 x 4-7/8		
IMC/IPC	\$3950	\$5732	\$5555	\$5357	Full Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page
IBC	\$4500	\$4275	\$4030	\$3825					
Black + 1 Color	1x	3x	6x	12x					
Full Page	\$2295	\$2160	\$2065	\$1950					
1/2 Page	\$1430	\$1377	\$1303	\$1232					
1/3 Page	\$1180	\$1121	\$1062	\$1003					
1/4 Page	\$895	\$850	\$805	\$760					
1/6 Page	\$610	\$579	\$549	\$518					
Black & White	1x	3x	6x	12x					
Full Page	\$2100	\$1995	\$1890	\$1783					
1/2 Page	\$1295	\$1230	\$1163	\$1100					
1/3 Page	\$1080	\$1026	\$972	\$918					
1/4 Page	\$795	\$755	\$715	\$675					
1/6 Page	\$510	\$484	\$459	\$433					

Supplementary Issues: Advertising rates for Complex Circuits and Complex Pacific are available on request.

Insert, Reply Card and Coupon Rates: Insert, Reply Card and Coupon advertising is available and will be quoted on request. A minimum quantity of 5,000 units is required.

Combination Discount: Advertising in Canadian Computer Wholesaler and Computer Player may be combined for added frequency discounts. Call your account manager for details.

Banner Ad: A banner ad is available on all Directory pages.
Size: 7 1/2" (W) x 2 3/4" (H) Rate: \$600

- Classified page discount is available
- Advertising is non-cancelable after space closing date
- Guaranteed position premium - 15% on earned space rates
- Appointment and Employment notices - 10% discount on display rates

Terms of Payment: Interest of 2% per month is charged on unpaid accounts after 30 days. On direct accounts, payment should be with order or at closing date unless credit terms have been arranged in advance.

Specifications

Printing Process: Book Offset

Screen: 90 LPI (Lines per inch)

Binding Method: Starch & trim

Type Page: 7" x 10"

Trim Size: 8-1/4" x 10-3/4"

Bleed Size: 8-1/2" x 11-3/4"

Color Ads: Supply one set of Hard Dot four-color process film negative (right reading, erosion down) and a color proof with color bars. Supply two sets of Hard Dot four-color process film negatives and a color proof with color bars for double page spreads. Film for each color should have centre register marks on all four sides.

B&W Ads: Supply negative film and proof or Velox, PMT, etc.

Creative Services: Canadian Computer Wholesaler can supply complete creative services including design, writing, typesetting and photography. An estimate will be prepared for approval prior to commencement of work. Advertising agency responsible for providing and accuracy of information on pub-on-sid.

General Policy:

1. Rates quoted are for space only. Material must be submitted, there will be an extra charge.
2. Proofs for cameras will not be submitted except on pull-set copy and ads on which publication strips in major elements. (All such material must be received by space close date.) Color proofs cannot be supplied.
3. Ads must run within 12 months of first insertion to earn frequency discounts. (Multiple ads in one issue qualify for frequency discounts.)
4. Publisher will not be responsible for ad material beyond 6 months after publication.

1996/97 EDITORIAL CONTENT

CCW's expanded editorial content was developed with considerable input from the reseller community. We believe the concerns and information needs of the reseller are the most important consideration in all editorial decisions we make.

Our editorial coverage explores the full range of computer industry and business issues that affect the reseller's business - good and bad - to provide in-depth market intelligence that's invaluable to all resellers.

Industry Beat - for the total industry picture "Industry Beat" gives readers up-to-date information on the latest industry developments - new products, technologies and partnerships, people and companies in the news, distribution deals and government regulations - if it's computer industry news you'll find it in "Industry Beat".

The Cover Story - every issue highlights a feature story on a critical industry development. Our feature article goes in-depth on a controversial issue or development that will have, or is having, a powerful impact on the reseller community.

Columns - a strong and popular feature of our editorial coverage. Resellers get in-depth articles that focus on the business of reselling - *Truth*, *The Mac Beat*, *Marketing*, *Technology*, and *New Products* are just a few of our regular column features.

Product Profile - every issue gives readers an overview of the product marketplace. Resellers get in-depth analysis of specific products and product groups, reviews and previews, and a wealth of market intelligence to improve their bottom-line.

Departments - where resellers come for more in-depth coverage of specific developments in the industry. Some of the regular departments are:

- **Allison** - corporate mergers and strategic partnerships
- **Calendar** - a complete listing of upcoming shows, conferences, and seminars
- **Knowledge** - all you ever wanted to know about education and training
- **New Distrib** - who's distributing what for whom
- **Opinions** - guest editorials, letters to the editor, comments and quotes
- **People** - faces in the news - who's coming and going
- **Q & A** - answers to frequently asked questions
- **Government** - new government regulations and requirements influencing the computer industry

The Source - each issue of CCW provides a complete directory to help resellers source all of their supply and service needs in a specific market segment of the industry. The Source directory is invaluable to resellers looking to improve their bottom-line.

1996 CCW EDITORIAL CALENDAR

Issue Date	Space Close	Camera Ready	Focus On
Nov. 29, 95	Nov. 17, 95	Nov. 21, 95	Portable Computing, Wrap-Up '95
Jan. 31, 96	Jan. 19, 96	Jan. 23, 96	ClientServer Computing - database Management Software, Outlook '96
Mar. 27, 96	Mar. 15, 96	Mar. 19, 96	Storage Technology and Management, Doing Business with Asia
May 29, 96	May 17, 96	May 21, 96	Networking Management, Wireless Communication
July 31, 96	July 19, 96	July 23, 96	Monitor & Displays, Strategic Markets
Sept. 25, 96	Sept. 13, 96	Sept. 17, 96	Desktop Video Conferencing, Multimedia
Nov. 27, 96	Nov. 15, 96	Nov. 19, 96	Operating Systems, Year-End Edition

Every issue of CCW gives you the opportunity to coordinate your advertising message to an area of the publication that best fits your marketing goals.

In addition to the above special "focus-on" sections, CCW offers featured articles, columns, departments, and product areas that will draw even more attention to your advertising efforts.



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